**Tourism**

The number of overnight trips to the borough have varied over the last seven years. 2014 saw the highest number of estimated overnight trips to Armagh City, Banbridge and Craigavon Borough (231,852). The estimated number of overnight trips to the borough in 2019 had fallen to 181,477.

The number of nights spent in the borough in 2019 was 573,627. Across the last seven years 2013 saw the highest number of nights spent with 817,881.

Expenditure was highest in 2017 with an estimated £32.4 million spent by visitors to the borough. In 2019 estimated expenditure was £27 million.

|  |  |  |  |
| --- | --- | --- | --- |
|   | **Overnight Trips** | **Nights** | **Expenditure** |
| **Number** | **% of NI** | **Number** | **% of NI** | **£** | **% of NI** |
| **2013** | 201,161 | 5% | 817,881 | 6% | 21,894,975 | 3% |
| **2014** | 231,852 | 5% | 769,693 | 5% | 28,120,012 | 4% |
| **2015** | 149,782 | 3% | 563,238 | 4% | 22,539,092 | 3% |
| **2016** | 144,952 | 3% | 726,296 | 5% | 25,548,339 | 3% |
| **2017** | 228,595 | 5% | 780,583 | 5% | 32,384,669 | 3% |
| **2018** | 188,551 | 4% | 704,130 | 4% | 26,404,319 | 3% |
| **2019** | 181,477 | 3% | 573,627 | 3% | 26,969,066 | 3% |

*Table 1: Estimated overnight trips, nights and expenditure in Armagh City, Banbridge and Craigavon Borough 2013 to 2019. Source: Tourism Statistics, NISRA.*

*Figure 1: Estimated overnight trips, nights and expenditure in Armagh City, Banbridge and Craigavon Borough 2013 to 2019. Source: Tourism Statistics, NISRA.*

During the three-year period 2017-2019, the majority of overnight trips to the borough were to visit friends and relatives (70%). Around one in five overnight trips to the borough were for holiday / pleasure / leisure purposes (19%). The remainder came to the borough for business (7%) or other reasons (4%). In Northern Ireland, more overnight trips are for holiday / pleasure / leisure (52%) than the borough (19%), while a lower proportion are for visiting friends and relatives, 37% in Northern Ireland compared to 70% in the borough.

|   | Armagh City, Banbridge and Craigavon | Northern Ireland |
| --- | --- | --- |
| **Number** | **%** | **Number** | **%** |
| Holiday / Pleasure / Leisure | 38,525 | 19% | 2,696,816 | 52% |
| Visiting Friends and Relatives | 139,383 | 70% | 1,940,844 | 37% |
| Business | 14,583 | 7% | 429,658 | 8% |
| Other | 7,050 | 4% | 131,793 | 3% |
| All | 199,541 | 100% | 5,199,111 | 100% |

*Table 2: Estimated average overnight trips in Armagh City, Banbridge and Craigavon Borough and Northern Ireland by reason for visit, 3-year average 2017-2019. Source: Tourism Statistics, NISRA.*

*Figure 2: Estimated average overnight trips in Armagh City, Banbridge and Craigavon Borough and Northern Ireland by reason for visit, 3-year average 2017-2019. Source: Tourism Statistics, NISRA.*

During the three-year period 2017-2019, the majority of overnight trips to the borough were from Northern Ireland (39%) and Great Britain (35%). Approximately 8% of overnight trips were from Other European countries and 13% from Other countries (including Republic of Ireland). The remaining 6% were from North America. The proportions of visitors to Northern Ireland overall was very similar with visitors from Northern Ireland accounting for 43% and visitors from Great Britain making up 29% of the origin of overnight trips.

|   | Armagh City, Banbridge and Craigavon | Northern Ireland |
| --- | --- | --- |
| **Number** | **%** | **Number** | **%** |
| Northern Ireland | 76,919 | 39% | 2,237,584 | 43% |
| Great Britain | 68,971 | 35% | 1,504,973 | 29% |
| Other European | 16,044 | 8% | 372,220 | 7% |
| North America | 11,756 | 6% | 300,784 | 6% |
| Other (Including ROI) | 25,851 | 13% | 783,550 | 15% |
| All | 199,541 | 100% | 5,199,110 | 100% |

*Table 3: Estimated average overnight trips in Armagh City, Banbridge and Craigavon Borough and Northern Ireland by place of origin, 3-year average 2017-2019. Source: Tourism Statistics, NISRA. Please note percentages may not sum due to rounding.*

*Figure 3: Estimated average overnight trips in Armagh City, Banbridge and Craigavon Borough and Northern Ireland by place of origin, 3-year average 2017-2019. Source: Tourism Statistics, NISRA.*

Further information on tourism statistics can be found via the following link:

<https://www.nisra.gov.uk/statistics/tourism/local-government-district-tourism-statistics>